

Message Text

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P 182131 Z MAY 73

FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA PRIORITY

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E. O. 11652: N/ A

TAGS: OCON, ETRD, AS, US

SUBJECT: COUNTRY COMMERCIAL PROGRAM

PART I

1. WE UNDERSTAND THAT BOB SIMPSON AND COMMERCIAL OFFICERS FROM VARIOUS POSTS WILL BE MEETING MAY 21-23 WITH RAY EISELT OF COMMERCE TO DISCUSS PRELIMINARY DRAFT COUNTRY COMMERCIAL PROGRAM PREPARED BY COMMERCE.

2. DEPARTMENT IS CURRENTLY EXAMINING DRAFT AND MAY PROPOSE CONSIDERABLE MODIFICATION TO MAKE IT MORE COMPACT, HEIGHTEN RATIONALE FOR SPECIFIC COURSES OF ACTION, IMPROVE COST ESTIMATES, ETC.

3. A METHOD OF CALCULATING MORE PRECISELY REQUIRED MAN HOURS AND COSTS AND CHANNELING AVAILABLE MISSION RESOURCES HAS BEEN SUGGESTED IN FOLLOWING OUTLINE, IN PARTS II AND III BELOW. THIS OUTLINE REPRESENTS ONLY A POSSIBLE APPROACH AND HAS NO FORMAL STATUS IN STATE OR COMMERCE. HOWEVER WOULD APPRECIATE OFFICERS MEETING MAY 21-23 TAKING LIMITED OFFICIAL USE

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LOOK, ASSESSING APPROACH AND QUESTIMATING MAGNITUDES IF
FEASIBLE. THIS WOULD HELP IN OUR SUBSEQUENT DELIBERATIONS
IN WASHINGTON. IF WORK ON THIS APPROACH NOT POSSIBLE DUE
TO LACK OF TIME, WE ASK MISSION FOR REVIEW PARTS II AND III
AND WE WILL DISCUSS DETAILS WITH SIMPSON DURING WASHINGTON
VISIT EARLY JUNE.

PART II

TOPICAL OUTLINE

COUNTRY COMMERCIAL AND ECONOMIC PROGRAM

SECTION I INTRODUCTION AND SUMMARY

SECTION II ECONOMIC/ COMMERCIAL OBJECTIVES

SECTION III SUMMARY OF PROGRAM COSTS AND GOALS

A. WASHINGTON ACTIVITIES CURRENT OPTIMAL

1. TRADE MISSIONS PARTICIPANTS PARTICIPANTS

\$ SUPPORT \$

2. CATALOGUE SHOWS MAN DAYS MAN DAYS

\$ \$

ETC.

B. FIELD CURRENT OPTIMAL

1. INDUSTRY NO. 1 MAN YEARS MAN YEARS

\$ \$

2. INDUSTRY NO. 2 MAN YEARS MAN YEARS

\$ \$

ETC.

BEM GENERAL MAN YEARS MAN YEARS

\$ \$

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C. GOALS

1. INCREMENTAL EXPORT INCREASE \$ FY 1974

2. NTE/ NTM

(NOTE - ALL FOREGOING SECTION III ENTRIES WILL BE CUMULATIVE TOTALS TAKEN FROM THE WORK SHEETS IN SECTION FOUR).

SECTION IV A. NARRATIVE JUSTIFICATION OF INDUSTRY NO.1

1. WORK SHEET INDUSTRY NO. 1 - TRADE

2. WORK SHEET INDUSTRY NO. 1 - NON-
ACTIVITY
MISSION
SUPPORT

B, C, D, ETC. NARRATIVE JUSTIFICATION
INDUSTRY NO. 2, 3, 4, ETC.

1. WORK SHEET INDUSTRY NO. 2 - CATALOGUE SHOW

2. WORK SHEET INDUSTRY NO. 2 - NON- ACTIVITY

MISSION SUPPORT

E. GENERAL MISSION ACTIVITIES NOT RELATED
TO ANY SPECIFIC INDUSTRY

1. WORK SHEET: WTD'S MAN DAYS

2. WORK SHEET: CERP'S (SPECIFY) MAN DAYS

ETC.

SECTION V EVALUATION

PART III

ACTIVITY WORKSHEET (EXAMPLE)

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SUBJECT: TARGET INDUSTRY - ENVIRONMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT

ACTIVITY: TRADE MISSION, OCTOBER 9-13, 1974

SPECIFICATIONS:

PARTICIPANTS -/

NO FEWER THAN PRINCIPALLY SEEKING NEW DISTRIBUTION OUTLET.

NO FEWER THAN PRINCIPALLY CONDUCTING MARKETING RESEARCH.

NO MORE THAN HAVING BUT GENERAL INTEREST.

NEW TO EXPORT/ NEW TO MARKET COMPOSITION

AT LEAST OF MISSION PARTICIPANTS

RESOURCE ALLOCATION AND SOURCE:

MISSION DIRECTOR: 1 MAN FULL TIME, TO BE PROVIDED

BY AGENCY.

ALLOCATION FO DIRECT VARIABLE COSTS

1. \$ FOR PREPARING MAXIMUM OF NON- SCHEDULED WTDR' S.
2. \$ FOR TELEPHONE EXPENSES
3. \$ FOR TRANSLATION/ INTERPRETING SUPPORT
4. \$ FOR ONE EVENING RECEPTION WITH GUESTS.
5. \$ OTHER (SPECIFY)

FUNDING DIRECT VARIABLE COSTS

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-- \$ FROM D/ STATE FOR ITEMS .

-- \$ FROM D/ COMMERCE FOR ITEMS .

-- \$ FROM PARTICIPANTS FOR ITEMS .

-- \$ FROM FOR ITEMS .

PROMOTIONAL MATERIALS

PRODUCT LITERATURE AND SAMPLES FROM PARTICIPANTS:

SETS OF MATERIAL FROM EACH MISSION MEMBER ARE
TO ARRIVE AT POST NO LATER THAN WEEKS PRIOR TO
MISSION' S ARRIVAL. (TO BE COORDINATED BY COMMERCE).

HUMAN RESOURCES - FROM FIELD

1. PLANNING AND SUPERVISING MISSION PREPARATIONS -
FSO MAN DAYS.

2. PROSPECTING AND SETTING APPOINTMENTS -

FSO MAN DAYS

FSL MAN DAYS (PROFESSIONAL)

FSL MAN DAYS (CLERICAL)

3. CONDUCT OF MISSION -

FSO MAN DAYS

FSL MAN DAYS (PROFESSIONAL)

FSL MAN DAYS (CLERICAL)

4. OTHER (SPECIFIC IN DETAIL)

ACTIVITY TARGETS:

1. SHORT- TERM

-- NEW TO EXPORT/ NEW TO MARKET PARTICIPANTS .

-- TOTAL FIRST YEAR EXPORTS ESTIMATED TO OCCUR AS
A RESULT OF MISSION' S PROGRAM.

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2. LONG- TERM

-- TOTAL EXPORTS DURING SECOND YEAR AFTER THE
MISSION, RESULTING FROM MISSION' S PROGRAM \$.
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*** Current Classification *** LIMITED OFFICIAL USE

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